

**Lynchburg Parking Authority  
Minutes**

**City Manager's Office  
900 Church Street  
Lynchburg, VA 24504**

**Tuesday, October 12, 2010  
3:00 p.m.**

**Members Present:** Michael Gillette, Tom Gerdy, Ed Koepenick, Brandon Farmer, J. Randolph Nelson, Danny Marks

**Staff Present:** Kim Payne, Norman Hale, Cheryl Foxx

**Others Present:** Alicia Petska

Meeting was called to order by Councilman Gillette.

Councilman Gillette explained that he is the Acting Chairperson for this committee.

Councilman Gillette welcomed the new members to the Parking Authority; Ed Koepenick and Brandon Farmer.

Councilman Gillette shared some operational assumptions with the new members. This Authority is looking at on street and off street parking. Some issues must be taken to Council. We are looking to alter the status of this group as we move toward a more independent Authority that would give it a little bit of stability. We envision as parking matures downtown it might be appropriate for council members to drop off of the Authority. We envision the Authority to be independent. Managing parking well is important to the downtown marketplace. We can get off street parking at full efficiency and encourage rapid parking on street and long term parking off street. Getting these parts to work together is essential. Demand for spaces is growing. Kim shared that our responsibility is to determine how parking will work for everyone. Therefore, everyone will not be happy.

We are now segregating revenues from the general fund so we can have a revenue stream that is dedicated to cover the costs of parking or other downtown improvements if we make a profit.

Minutes from the August 10, 2010 meeting were approved.

Tom Gerdy had a correction to the September 14 minutes. It read that Tom requested information on handicap parking. This statement was incorrect. Tom asked for legal clarification regarding handicap parking. Minutes were approved with this correction.

Ripley Owen resigned. We are looking for 2 more members. We need a downtown representative.

**Old Business**

Parking Report Update - Norman Hale

The report shows all projects that have been completed and all projects are tracked. As of September 30 the Midtown Parking Deck no longer offers first hour free; Duncan was able to

change the programming of the pay station to \$0.25 for the first hour with a maximum of \$5.00 per day.

Duncan will provide a technician and software person to provide onsite training beginning October 19. The target date to issue tickets electronically is November 1. We may be able to start before November 1. We will keep the Authority informed. Handhelds will be able to issue warning tickets and this option will be utilized. Handhelds are equipped with cameras and tape recorders. A picture can be printed once the ambassador gets back to the office. The picture prints with the citation. If the ambassador encounters a problem with someone they can inform the individual that the conversation is being recorded.

Parking enforcement staff is now attending court. Previously no one was attending court and tickets were being dismissed, because the judge had no one representing the City. First court date was last month. All tickets were upheld by the judge with the exception of one.

Q - Gillette – Does the handheld unit print out some type of notification that is left on the vehicle?

A - Norman – Yes, the unit prints the ticket electronically. The ticket will print out just like the handwritten ticket. All pertinent information is captured. Enforcement personnel will put in the same information that they would normally put on a handwritten ticket. The information prints out on the blank portion of the ticket. The person is able to pay the ticket online or by mail (their envelope and their stamp).

Q - Gillette – When the ambassador brings the unit back to the office, it prints a report of all activity?

A - Norman – Staff will place the unit in the port hole and information is downloaded into Auto Cite Systems and is interfaced in the New World System.

Q - Gillette – How does the picture and ticket print out?

A - Norman – By entering the ticket number the photo will print with that ticket number. Staff will print ticket and picture to take to Court.

Q - Gillette – Are pictures taken every time a ticket is written?

A - Norman – No, only if it's near a fire hydrant, no parking zone, or when we think the ticket may be contested.

Q - Nelson – How does the ambassador know that a vehicle is parked for more than 2 hours, if the vehicle has been moved?

A - Norman – Since the new ordinance passed, people do wipe the chalk off and they do move from one block to another. There is an option that will record the position of the valve stem. That's called electronic chalking. This keeps people from rolling up a block or moving back. This is not unique to Lynchburg. It records the time and the license plate number. This technology cannot be altered. The information is permanent once downloaded. The way the ordinance reads, "you cannot park more than the maximum time allotted for that time zone".

Q – Gillette – Is the license plate number typed in?

A – Norman – Yes.

Q - Farmer – Can you store license plate numbers so that if you forget your tag the ambassador is able to check that tag and not issue a ticket.

A - Norman - Permit number will be tied to the name. Permit is designed to move from car to car. This is an educational piece. However, we do need to know if you own two vehicles. The value of a hang tag is the portability. Hang tag must hang from mirror. We have a number of repeat offenders. We follow state law.

Kim stated that we are not out to generate revenue, we are out to manage parking.

Gillette stated that people need to develop new set of habits.

Q - Danny – Will you tow vehicles with three or more unpaid parking tickets?

Norman – Yes.

Kim – If we have to tow a vehicle an officer should probably be there. We would rather move to a booting system.

Norman – In conversations with Finance, they are the one's that actually tow the vehicle. We need to look at this very carefully. Gwen is appointed special police by the police chief and the city manager.

### **Next Step**

The next step of the Parking Management Plan is the parking management software. We are in discussion with IT, Finance and Duncan.

On September 14 the parking manager was authorized to offer parking spaces at the Clay Street deck for \$50.00 per month. This is the market rate and will be evaluated at a later date. We have drafted a revision to our parking permit agreement for off street parking facilities. We have added information to it. Finance is looking at it now.

Q - Gerdy – Questioned whether the ordinance reads “resident or residence”.

A – Norman will ask legal for an interpretation.

Q - Koepenick – What about the Allied Arts?

A - Norman – They wanted our plan on how we manage our facilities. We did share with them how the spaces should be managed. Kim stated that we don't have the capacity to take on the management of more decks. Norman stated that he shared the City's plan with Allied Arts of creating mix usage of parking spaces by providing hourly and monthly parking spaces to maximize the use of the facility.

Q - Koepenick - How much do individual meters cost?

A - Norman – Approximately \$150.00 per meter. Pay stations cost approximately \$6500.00 each and can handle up to 999 spaces. The same type of pay station would be used on street located at each block.

The Parking Authority decided not to use pay and display. You must remember your number. Go to machine and pay for that space.

### **Review Parking Authority Work Plan**

Q - Gillette - What have you changed in the Parking Authority Work Plan?

A – Norman - We haven't changed anything. We made some grammatical changes, but that's all. This was a draft work plan and it was not formally adopted. But, it was reviewed by the Parking Authority on three different occasions. We are asking that the new members read it. The Parking Authority last reviewed the draft work plan September 8, 2009 and was asked to be prepared at the December meeting to discuss any needed changes.

### **Future Vision of Parking Operations**

Norman - The future vision of parking operations was revised July 12. We are asking that everyone review it. We are fast approaching a point to make some decisions. We would like to move this forward. We are approaching milestones. We need to engage discussion about on street parking. Kim will check with Walter Erwin on council delegation of on street parking. We need input from the Parking Authority.

Q – Gillette – Will we have council delegation by end of year?

A – Kim – Before the end of year.

Norman is going to need some help. He is reaching capacity. We need to look at the revenue. We can share revenue in December meeting for first 5 months.

Q - Tom Gerdy – What's an average revenue year?

A – Norman - Budgeted \$88,000 collected. A couple things have changed that should improve the collection rate. 90% of tickets were being thrown out that people contested. That's not happening now. We are critically short with one person on the street working 6 hours. They have to have a break for lunch. Norman will be asking Kim to make these positions full-time if we are revenue based.

We have been asked to look at how we address private parking. We are monitoring how many calls we get for this type of service. We will have this data to analyze.

Q – Nelson – I assume when the ambassador is in court, nothing is being done on the street.

A – Norman – That is correct. Also, when that person is sick or on vacation there is no one on the street. The ambassador goes to court once a month.

Q – How many ambassadors do we have?

A – Norman – 2

Gillette reminded the Authority that there are two documents to review for the December meeting. Bring your comments.

### **New Business**

Kim – We have a board member from Lynch's Landing who is interested in being on the Parking Authority; we are waiting on the application.

Gillette asked for suggestions on new members. We need one more.

Norman stated that there is a new business owner in the process of moving downtown. They expressed interest in serving on the Parking Authority. They are bringing seven employees with them. They have already applied for parking permits. We encourage them to put in their application.

Gillette stated that if anyone knows someone interested in filling this slot they can get the application to serve on a board or commission from the clerk of council or they can download it. Then submit to the Parking Authority.

Q - Nelson – Has anybody at Consensus Realty shown any interest?

A - Norman - No.

Gillette - There has been some discussion whether you need to be a Lynchburg resident to serve on the Parking Authority? We have set a precedence that we want Lynchburg residents, but if someone has a business in the downtown area they may serve on the Authority. We need to make sure that we have a good balance.

Q - Nelson – Permit parking for residents of Court Street - We decided that 20 permits would be authorized. Where did we come up with the \$50.00 market rate, because it's far higher than anything in the area? The consensus is the citizens don't want to pay that price.

A – Clay Street deck is appraised. Midtown is \$50.00. We would like to offer \$50.00 per Kim. We don't want to undercut the market per Gillette. First Baptist is charging \$45.00 per month for uncovered surface parking. We need to test the market and see what happens. We are still in

transition. Once people get use to it, it will pick up. Pay station generated in less than a month about \$1200.00.

The City received a request from Depot Grille on October 7, 2010 to install 2 hour parking limit signs in the parking lot surrounding Depot Grille. It was stated that they are losing customers around the lunch hour because they can't find a place to park. Depot Grille is requesting that seven spaces directly behind Depot Grille be for their tenants. It was noted that we should have flexibility because there will be more construction on Jefferson Street. Parking Authority authorized Norman to post the 2 hour parking signs in the lots.

Parking Authority meetings at this time are every other month. New members will need the projected schedule. It is sometimes necessary for Norman to call a special meeting.

Meeting Adjourned

Next Meeting – December 14, 2010